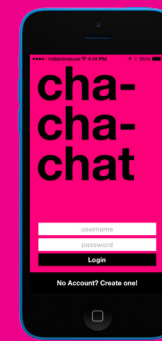


Uncomfortable yet fun messaging with Chachachat



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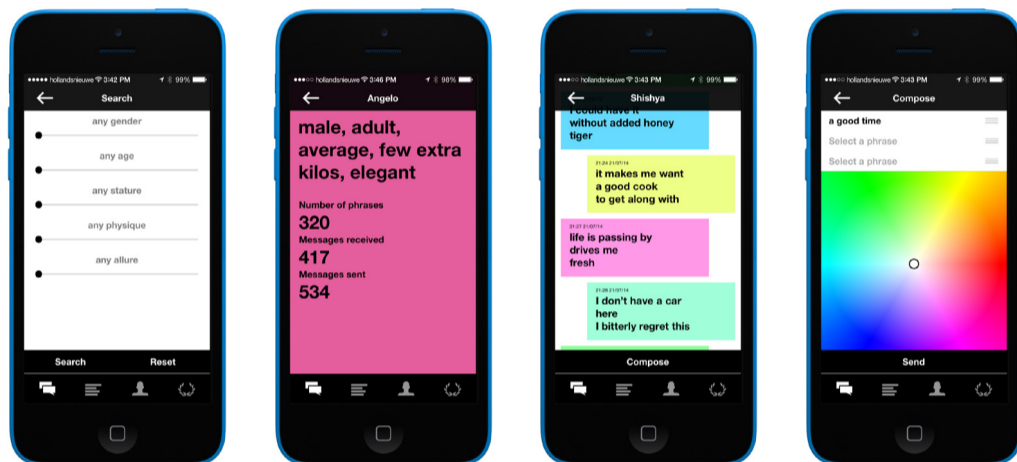
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How Chachachat works

- Fill in your profile
 - Get 10 phrases from online dating sites
 - Find users by filtering on physical characteristics
 - Send messages with 3 phrases and a background color
 - When you receive phrases they are added to yours
- The more you chat, the more you can say!



Playful user experience through discomfort

By limiting user control:

- users can only select from a limited set of phrases

By intimacy with strangers:

- users can be anonymous
- messages are coming from online dating sites and some contain mature content (e.g., "while we're having sex")

Evaluation in the wild over six months

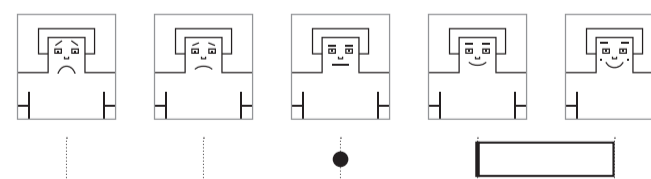
- 255 users, 6921 messages
- 20 survey respondents

Users experience some discomfort

- "I hate interacting with people that I don't know"
- "How can I hook up? I have exchanged 15 messages with a girl but what happens afterwards? How can I get her number? So I can actually never meet her? That sucks!"
- "I am frustrated that I cannot write grammatically correct sentences because of the limited phrases"

Users find the experience positive

- "It allows you to say things you would never dare to say in real life"
- "For people in a relationship, it is nice to be able to write funny or nasty things without being exposed :-)"
- "Chatchatchat is very fun and very addictive when you find a Chatchatcher with whom you get on ;-). Therefore you must regulate yourself."
- The self-assessment manikin result shown below indicate that no user reported a negative experience (N=20)



ACM PLAY '15

Introducing discomfort can add playfulness to the user experience

The fact that it takes effort to create messages might increase their value